

Heidelberg University Fundraising Policy

For Student Groups, Academic Departments, Administrative Units, Programs, Student Organizations, or other University-Affiliated Groups

What should I know about fundraising at Heidelberg?

1. Fundraising is defined as the collection of money through donations, sales, and/or event programming for the purposes of charitable donation or organizational budget enhancement.
2. Heidelberg University depends upon the ongoing, increasing and generous financial support it receives each year from alumni, friends, parents, local businesses, corporations, foundations, and other donors. The Office of University Advancement and Alumni Affairs (UAAA) coordinates all of the fundraising appeals to any University constituents: alumni, board of Trustees, students, parents, faculty, staff, friends, local businesses, corporations, and foundations.
3. The Office of University Advancement and Alumni Affairs (UAAA) is also responsible for fundraising for The Heidelberg Fund, which is the revenue needed to meet the University's educational and general expenses every year. The Heidelberg Fund supports every aspect of academic and student life at Heidelberg.
4. All fundraising efforts need to complement and not compete with the University's efforts to secure financial support. Students, faculty, staff, or University-affiliated organizations all play an important role in these relationships with our donors. We need you to work with us to maximize the results for all of us at Heidelberg.
5. There are some periods when fundraising will not be approved. No fundraising appeals from departments, organizations, teams, clubs, fraternities or sororities may occur during **December** (end of the tax/calendar year), **Day of Giving, Homecoming Weekend, Alumni Weekend** and **May and June** (end of the University's fiscal year). These are the times when the University is fundraising among constituents in support of The Heidelberg Fund and other University priorities. Such a period is typical across most colleges and universities.
6. Internal (*On Campus*) Fundraisers vs. External (*Off Campus*) Fundraisers
 - a. Internal (*On-Campus*) Fundraisers
 - i. Internal Fundraisers are fundraising activities that are intended for the benefit of organizations within the University community or the University community itself.
 - ii. If your fundraising project involves something very simple, like tabling outside of Hoernemann for a bake sale, selling bracelets, trinkets, t-shirts, ticketed performances, or personal chore services, (e.g. leaf raking, car washes), this is known as "inside" fundraising, i.e. to only the Heidelberg community of students, faculty and staff.
 - b. External (*Off-Campus*) Fundraisers
 - i. External Fundraisers are fundraising activities that are intended for the benefit of other groups and organizations from outside of the University community, and must be tax-exempt charitable organizations under section 501(c)(3) of the Internal Revenue Code.
 - ii. Fundraisers that solicit local businesses for in-kind donations for a project or experience are considered "outside" fundraising.

My student organization would like to host a fundraising activity. How do we get started?

1. The student/organization of a fundraising activity must complete the Fundraising Activity form located on Inside.Heidelberg.edu, receive written approval from their advisor and submit the form at least **21 days** prior to the proposed Fundraising Activity date for review. The fundraising activity is required to offer a benefit to the University community that is consistent with the University's educational mission. **Completing the Form does not guarantee approval.*
2. After submitting the Fundraising Activity form to the Director of The Heidelberg Fund, schedule a time, **21 days** prior to your proposed fundraising activity date, to meet with the Director of The Heidelberg Fund to review your application. **In some cases, more time might be required, especially if it involves sending communications to alumni or other Heidelberg constituents.*
3. Once the Director of The Heidelberg Fund approves the fundraising activity, the student/organization may reserve a campus venue with the Conferences and Events Coordinator located in the Krammes. **The Conferences and Events Coordinator is only permitted to schedule a venue for a fundraising activity after the activity has been approved from the Director of The Heidelberg Fund.*
4. If the request is denied, UAAA will provide an explanation for why the request was not approved. Every effort will be made to respond promptly to inquiries, recognizing that there are times when UAAA may need to obtain approval from other campus representatives.
5. All forms of print communications **MUST** be submitted with the Fundraising Activity form and reviewed by UAAA before it is sent out to the public.
6. Spaces in which the fundraising activity is occurring must be identified by a sign indicating the conducting entity's name, goods, and/or services being sold, and prices.
7. Multiple campus fundraisers being held on the same day, may result in less money being collected by each organization. Therefore, a fundraising calendar is maintained of all approved fundraising events. In general, no more than two fundraisers will be approved for a specific day.
8. Campus fundraisers may not occur on Reading Day which is the day prior to the first final exam period each semester.
9. You should know that because of Internal Revenue Service (IRS) regulations, the University cannot issue gift receipts for these transactions.
10. The student/organization is responsible for ensuring that proposed activities comply with all applicable federal, state and local laws, rules and regulations.
11. Handling of cash and checks generated from a fundraiser must be kept in a secure place and deposited within **TWO** business days after completion of the fundraisers. It is the responsibility of the student/organization to contact the Business Office to make arrangements for the storage of collected funds.

For Faculty or Staff:

The University Advancement and Alumni Affairs office will consult with your immediate supervisor prior to meeting with you or your group. Following your discussion with the Vice President for University Advancement and Alumni Affairs or a designated UAAA staff member, your proposal will be considered for approval. The Office of UAAA may make recommendations regarding its timing, method of solicitation or other aspects of the proposal.

Please note: *We will not approve your request, if there is a conflict with a previously scheduled University solicitation.*

Other things you need to know:

1. Heidelberg University prohibits the use of University trademarks and University-provided or University-originated contact lists (mailing lists, phone lists, email lists, directories, and the like) for the solicitation of funds to benefit specific individuals as individuals do not have designated 501(c) 3 non-profit status. Fundraising efforts, however, to recognize an individual associated with the University where the resulting funds are used to benefit the University (e.g. classroom to honor a retiring faculty member or a book fund to memorialize a deceased staff member or student) are permitted. All such fundraising efforts fall under this policy and should be coordinated through the Office of UAAA.
2. In-Kind Donations is defined broadly to include any type of non-cash contribution or donation of goods, services, or any other commitment which can be assigned a cash value.
3. "Sales" activities may only be conducted from behind a table, and only in those locations specifically approved on the Event Request Form.
4. "Door-to-door" sales which include but are not limited to, approaching individuals and groups on University premises, calling on individuals and groups in their offices and residences and email solicitation are prohibited.
5. Any and all sales for the purpose of fundraising must be conducted directly (person-to-person) by a student member of the sponsoring organization.
6. Raffles: A raffle or prize drawing is a type of lottery in which chances are sold and the prizes awarded are goods or services rather than money. Raffles or prize drawings may be permitted in certain limited circumstances. Fundraising activities that involve elements of chance, will require that strict oversight measures be put into place to maintain the organization's and University's ongoing compliance with all applicable laws and regulations. Student organizations may conduct a raffle if:
 - i. Approved 30 days in advance of the date of the raffle and working with an faculty member, staff member or administrator.
 - ii. A minimum of 90% of gross receipts go directly to the charity beneficiary.
 - iii. The organization is registered in Ohio.
 - iv. The funds raised will be used to support HU's mission.

If a raffle is held, the faculty member, staff member or administrator must keep accurate records that contain the following:

- When the raffle was held.
 - Who organized the raffle and what was the purpose.
 - How many tickets were sold.
 - How much money was grossed.
 - Who were the recipients of the proceeds/prizes, etc.
 - The dollar amounts of the aforementioned prizes/payouts, etc.
 - How much money net of all expenses/payouts was received by Heidelberg.
 - Further information is available from the UAAA office.
7. Fundraising for a 3rd Party: Fundraising for non-profit, charitable organizations (e.g., The Red Cross, Salvation Army, etc.) having no direct affiliation with Heidelberg University is permissible provided that the below guidelines are followed:
 - i. Activity must be approved 21 days in advance by the UAAA office who will determine that the cause is in line with the mission of the university.

- ii. The organization submits a statement of support on the organization's letterhead to the UAAA Office acknowledging that the fundraising will occur on its behalf and indicating the expected date of the receipt of the donation.
 - iii. The organization provides proof of their 501c3 status.
 - iv. The recognized student organization and advisor are responsible for all logistics, administration and costs incurred in connection with the event, other than those accrued by the charitable organization.
 - v. Educational information about the agency and the services it provides is made available at the event.
 - vi. The charitable organization can demonstrate proper use of funds and contributions through its audits and/or annual reports.
8. Crowdsourcing: In spite of the popularity of “crowdsourcing” websites such as gofundme.com, crowdrise and indiegogo.com, the Office of UAAA does not permit students, faculty or staff to fundraise on these third-party donation-based sites for any Heidelberg projects, events or programs. This does not mean we condone or encourage students to conduct these for individual efforts.
 9. Student Organizations are prohibited from using any third-party payment platforms e.g. PayPal, Venmo, Eventbrite, Kickstarter, and the Square etc.) as a means of collecting donated funds.
 10. Location and Space: As part of the overall activity registration process, the approval of location, space and tabling for a student/organization fundraiser will be reviewed and approved by the Conferences and Events Coordinator located in the Krammes Service department once the Director of The Heidelberg Fund has approved the activity.

Additional Restrictions and Requirements

Heidelberg University acknowledges that a policy of this nature may not anticipate every possible issue that may arise with respect to fundraising activities. As a result, the University reserves the right to impose reasonable restrictions and/or requirements with respect to the time, place, and manner of fundraising activities. These restrictions may be in addition to, or in lieu of, those set forth in the policy.

Note: If you are considering a fundraiser or have questions related to this policy, please contact the Director of The Heidelberg Fund, located in the Office of University Advancement and Alumni Affairs (UAAA), Suite 207 at klavelle@heidelberg.edu or 419.448.2386 for further information or clarification.